

Neutrality, especially in such times as these, is to think and judge in an atmosphere of humanity.—Charles F. Dole.

Honolulu Star-Bulletin

SPORTS, CLASSIFIED AND SHIPPING SECTION

HONOLULU STAR-BULLETIN, MONDAY, SEPTEMBER 20, 1915.

NINE

VON JAGOW DECLARES GERMANY IS READY TO ACCEDE U. S. DEMANDS

Intimates Neutral Rights Will Be Respected Hereafter By Teuton Submarines

(Associated Press by Federal Wireles)

BERLIN, Germany, Sept. 19.—The representative of the Associated Press here has been informed from a high official that Count von Bernstorff, the German ambassador in Washington, is now in complete possession of the wishes and the policy of Germany and has been given the power to negotiate the terms of settlement in the matters in dispute.

The terms arranged by Ambassador Bernstorff are subject to the approval or the revision of the German foreign office, but that the German government is prepared to meet the United States in the most friendly spirit and will do everything within reason to avoid a clash over what has already happened or trouble over any eventuality of the future.

Friendly Relations Desired.

In an interview given yesterday to the Associated Press, Herr von Jagow, the secretary for foreign affairs, announced in plain words that discord

with the United States is far from the German desire or intention.

Neutrality Safe.

"Neutral merchantmen hereafter will be uninterfered with by German submarines operating in the blockade zone," said the foreign secretary, outlining the German position. "Unless it is shown that such neutral ships are carriers of contraband, no attempt to interfere with their free passage of the seas will be attempted, while Germany will also agree to the American contention that submarine commanders should not attack merchantmen without previous warning."

The commanders of German submarines will receive their instructions accordingly and it will be impressed upon them that the necessity for a strict observance of these instructions is paramount.

Ready to Make Amends.

"If in any future attack it can be shown that the commander has exceeded his instructions, Germany will not hesitate to render full satisfaction."

"Germany desires no discord with America and the policy we have adopted is one which will receive the support of the German nation."

DUMBA PROTESTS RECALL DEMAND AS AN INJUSTICE

In Communication to Secretary Lansing Defends Act; Only Obeyed Orders

(Associated Press by Federal Wireles)

NEW YORK, N. Y., Sept. 19.—Dr. Theodor Dumba, the Austro-Hungarian envoy, whose recall has been requested by Secretary Lansing, on instruction of the president, declares that he is being unjustly treated and that consideration is being shown to the envoys of the Allies which is denied to him.

He has written to Secretary of State Lansing, protesting against the request for his dismissal and declaring his right as the official representative of Austria-Hungary to recall Austro-Hungarian subjects to their duty towards their own governments.

Recall "Unjust."

"The request which you have forwarded to the American ambassador at Vienna for presentation to my government, asking for my recall, and stating that through my actions I have rendered myself persona non grata to the American government is most unjust," he says in his letter addressed to Secretary Lansing.

"My right of free communication with my government has been restricted, while the uncensored use of the cable has been permitted to the ambassadors of the Allied Powers and to their representatives. Under the circumstances which I have been placed, I have no apology to offer for the fact that I did entrust to Mr. James J. Archibald a communication to my government, while I remain in the language used by you in connection with the contents of that letter and my acknowledgment of authorship that I have confessed complicity in a strike conspiracy."

Denies Conspiracy.

"I have confessed to no such thing. In acting as I have done in regard to disbanding subjects of Emperor Francis Joseph from assisting in the manufacture of munitions for the use of the enemies of their country I have carried out the instructions of my government, which notified me to disband Austro-Hungarian subjects from committing high treason against their government, which they were committing by assisting in the manufacture of war supplies for their enemies."

"I had no intention of violating any law of the United States, and I considered that it was not only my right but my duty to call my countrymen from their employment to the ranks without any question being raised."

"The French and the Italian ambassadors have issued a call to the residents in this country and have taken them from their employment in American manufacturing and have been unmolested in so doing."

WASHINGTON, D. C., Sept. 20.—Having already requested Count Burian, the Austro-Hungarian minister of foreign affairs, to recall Dr. Theodor Dumba as Austro-Hungarian ambassador to the United States, and having received assurances from Ambassador Pinfield at Vienna that Ambassador Dumba will be removed as persona non grata at Washington, the administration here is not likely to take any action in regard to the amazing communication sent by Ambassador Dumba yesterday to Secretary Lansing.

IN WAR ARENA

VILNA CAPTURED BY TEUTONS; BAVARIANS SUFFER SEVERELY.

LONDON, Eng., Sept. 20.—The city of Vilna, an important link in the Russian Petrograd railroad from Warsaw, fell before the German onslaught yesterday. This news was expected, the Petrograd despatches of Saturday having announced that the city was practically surrounded and in momentary danger of being captured. Before the German occupation, the city had been stripped of supplies and machinery, while only a small garrison had been left to hold it.

The attack upon Vilna, however, has signally failed and German progress north is blocked for the time being. It will be fought, south of Vilna to determine whether or not the invaders will be able to advance still further north to seize Dvinsk and render the Russian occupation of Riga impossible, or whether the Germans will be compelled to assume the defensive in order to hold what they have.

Bavarians Entangled in Swamp.

The German force operating against Dvinsk, led by King Leopold of Bavaria, fell into a Russian trap on Saturday. By a wide sweeping movement the Russians thrust an army behind the German forces, almost surrounding them. Leopold and his Bavarian regiments were caught in the net and had to fight their way out to the east, when they were forced into the marsh districts, engaging these tough with von Hindenburg's main army only with the greatest difficulty and with severe losses.

The whole German front north of Vilna was forced to retire to the southeast, where its position is not good. Gen. Ivanoff is holding back the advance of von Mackensen from Kovno, repeated attempts of the Germans there to advance east to the support of von Hindenburg being frustrated.

MINOR SUCCESSES ON WEST GO TO FRENCH.

PARIS, France, Sept. 20.—Two minor successes have been reported from the western front this morning. At St. Mihiel, which is south of Verdun on the River Meuse, a German anti-aircraft battery has been destroyed. At Fays, the French foiled a German mine attack.

FRENCH DEMOLISH TEUTON OBSERVATION STATIONS.

PARIS, France, September 19.—An official communique issued last night announced the destruction by French artillery of two German observation stations at Hamont, Belgium, which were shelled and battered into uselessness. French shells have also been thrown into the German bivouacs before Chaulons, while five bridges along the military railroad built by the Germans into their positions in the St. Mihiel salient have been shattered by French artillery fire.

LLOYD-GEORGE ADMITS CONSCRIPTION BEING DISCUSSED.

LONDON, Eng., Sept. 20.—Lloyd George, minister of munitions, in an open letter to his constituents in Carnarvon, Wales, makes an open announcement that the cabinet is seriously considering the matter of a conscription measure, whereby the British army may be brought up to the strength considered necessary.

BERLIN SAYS RUSSIAN SOCIALIST LEADERS ARRESTED.

BERLIN, Germany, Sept. 20.—Stockholm despatches announce that Theodor, a prominent Socialist member of the Russian duma, and 17 other members of the Russian parliament,

VILLA GATHERS BIG FORCE TO AID NOGALES

Peace Conference's Latest Move Stirs Up Warring Factions to Renewed Activity

(Associated Press by Federal Wireles)

WASHINGTON, D. C., Sept. 20.—Prospects for the recognition of Venustiano Carranza as de facto ruler of Mexico appeared brighter than ever last night.

This turn of the Mexican situation follows the action of the Pan-American diplomats on Saturday, which amounts to giving Gen. Villa three weeks' time in which "to make good." Indications are that the next three weeks will see some of the bitterest fighting of the Mexican civil war.

Carranza Captures Towns.

Despatches from Laredo, Texas, tell of a renewal of fighting by Carranzistas. They are reported to have taken two small towns from the Villistas, and to have captured a large amount of supplies, including fifteen locomotives and one hundred cars.

Despatches from El Paso indicate a renewal of activity by Gen. Villa also, which makes it appear that he is cognizant of the three weeks' grace extended by the diplomats.

Villa Busy.

From El Paso it is reported that Villa troops, 2000 strong, are marching from Torreon to Nogales to relieve that beleaguered city, which is held by Gen. Maytorena of Sonora. The troops arrived in Torreon yesterday, rested, were reformed and given additional supplies, and departed at once for the Nogales district.

While a decision on the recognition of a de facto ruler is expected within three weeks or a month from the Pan-American conference, it is stated there will be no decision until the possibilities of each faction have been thoroughly studied with a view to recognizing a man who will be able, with the support of the Pan-American countries, of gaining quick control of the chaos and establishing a semblance of order.

WESTINGHOUSE WORKERS DEMAND AN INCREASE AND EIGHT-HOUR DAY

(Associated Press by Federal Wireles)

PITTSBURGH, Pa., Sept. 19.—The management of the Westinghouse Electric Company, which is working on munition orders from the Allies, has been given until Thursday by a delegation representing the employees to decide whether or not the corporation will accede to the demands of the union laborites. These demands are that the employees be given an increase of 20 per cent in pay and an eight-hour day.

have been arrested, the men being taken by the Russian military police from the duma building at Petrograd. A Socialist conspiracy against the government is feared and all the railroad stations at the Russian capital are being guarded by the military.

LONDON NOW FORTIFIED CITY.

BERLIN, Germany, Sept. 20.—Contrasting representations said to have been made by Arthur J. Balfour, first lord of the British admiralty, an official statement has been given out here which declares London has been heavily fortified.

U. S. CAPITALISTS AGREE TO FLOAT HUGE LOAN FOR ENTENTE ALLIES

Morgan and Standard Oil Said to Be Ready to Take Up Big Slice of Issue

(Associated Press by Federal Wireles)

NEW YORK, N. Y., Sept. 20.—The syndicate of capitalists which has been negotiating with the British and French financiers, agreed yesterday to underwrite a big loan for Great Britain and France. It is reported. It has not been decided whether Russia will be included.

The exact amount of the loan has not been determined, it is said, but probably will be approximately \$700,000,000.

The commission, it is announced, has agreed to underwrite the loan on a commission of one-half of one per cent. British and French live per cent bonds have been accepted as collateral. The bonds will be offered to investors at par.

It has not been decided, according to the announcement, whether the loan will hinge on the purchase of munitions in the United States.

The loan is the largest financial undertaking in the history of the United States. It is reported on good authority that the house of Morgan and the Standard Oil group of financiers will take up a large part of the loan.

SAYS ROOSEVELT MAKES DISTINCT ISSUE FOR 1916

George W. Perkins Thinks Republicans and Democrats Much Alike

That Col. Roosevelt's declaration concerning "preparedness" are creating for him a distinct issue in the coming presidential campaign is the statement of George W. Perkins, chairman of the Progressives' executive committee, in a letter to A. L. C. Atkinson, the Bull Moose national committeeman for Hawaii.

Mr. Perkins says in part:

"Col. Roosevelt's speech at Plattsburgh has received the greatest possible publicity throughout the country and in New York City, with two exceptions, the newspapers have commented it very strongly. Papers like the New York Tribune and Times and Sun have said that however unpleasant it might be to be told the truth in the way Col. Roosevelt told it, yet the fact remains that he had told the country the truth. The criticism by the administration of General Wood for allowing the Colonel to speak has proven an unmistakable boom for the Colonel's cause to us here."

"The points of the speech made at Plattsburgh, it seems to me that this incident must have a very far-reaching effect on next year's political events because you will observe the Republicans are taking no issue whatever with the present administration in the matter of our international complications, and Mr. Taft has arrayed himself on the side of Mr. Wilson. How, therefore, the Republicans are going to have an issue with the Democrats on the question of war or preparedness, provided the war continues, is difficult to understand. Col. Roosevelt has, as usual, been far-sighted enough to see what was coming and has by his usual direct and forceful methods of thinking and speaking clearly placed himself in the position of being the only vigorous intelligent opponent to the Wilson program. This, it seems to me, is an important thing for us to keep in mind and not lose sight of."

CRUISER BROOKLYN SAILS TO REPLACE SARATOGA IN ORIENT

(Associated Press by Federal Wireles)

PHILADELPHIA, Pa., Sept. 20.—The United States cruiser Brooklyn has departed for the Orient to replace the United States ship Saratoga, a cruiser of the first class, as the flagship of Admiral Winterhalter, commander-in-chief of the Asiatic fleet.

VETERAN CAROLINA EDITOR IS DEAD

(Associated Press by Federal Wireles)

RALEIGH, N. C., Sept. 20.—W. A. Varty, the veteran North Carolina editor, is dead on the Isle of Pines, a winter resort near Cuba. He was the first newspaper correspondent to land in Cuba during the Spanish-American war.

SLIDE IN CANAL CLOSES WATERWAY

(Associated Press by Federal Wireles)

PANAMA, C. Z., Sept. 20.—Another slide has occurred in the canal, making two in a month. Yesterday 100,000 yards of earth was dislodged north of Gold Hill. Today the canal is blocked as a result.

The channel, engineers say, cannot be reopened for a week.

PORTUGAL FACING FRESH REVOLUTION

LISBON, Portugal, Sept. 20.—Another revolution is brewing in Portugal, according to reports. Adversaries of the government, assisted by disgruntled Republicans, intend to revolt, it is rumored. There is no indication of unrest, however, among the troops.

A steamer ashore on the eastern Florida coast, thought to have been the missing United Fruit liner Marjorie, was identified as the Italian steamship Belmont, of Genoa.

ASKS ENGLISH WOMEN TO ADOPT UNIFORM DRESS

War Economy Scheme Would Provide Set Style, Similar to Men's Evening Clothes

LONDON.—The suggestion made in the interest of war economy that women adopt a standard evening dress and a standard hat, has been variously received by women's societies throughout England. The suggestion came first of all from Rochford Masure, a prominent politician and former member of parliament. He said: "My suggestions are: the institution of a regulation evening dress for women, as there is for men; and, second, that instead of the infinite variety of women's hats now worn, there should be standard hats—one kind for town, as the tall hat for men; and a few other kinds for country or sports use, equivalent to the derby, the felt, or the straw."

"I have made these two suggestions after reading the program of the Women's War Economy League. It carried out millions of dollars annually would be saved. The scheme is quite workable by women alone; that women will adopt a regulation dress and in this case I am sure they would furnish a real and substantial contribution to the national effort for economy."

Lady Tree, representing the Women's Dress Economy Fund, endorsed the proposal at once, but most other women war-work leaders declared the idea was preposterous and impossible. Lady Tree said: "I think it a practical and good idea. A black satin dress would be becoming to every woman. As for hats, a small sailor of velvet or silk would do. It ought not to cost more than \$10."

Masonic Temple Weekly Calendar

MONDAY— Leah Chapter No. 3, O. E. S.; Stated; 7:30 p. m.
TUESDAY— Honolulu Lodge No. 409; Special, Second Degree; 7:30 p. m.
WEDNESDAY— Hawailan Lodge No. 21; Special, Third Degree; 7:30 p. m.
THURSDAY—
FRIDAY— Honolulu Chapter No. 1; Rose Croix, 18th Degree; 7:30 p. m.
SATURDAY—
SCHOFIELD LODGE
WEDNESDAY—
SATURDAY—

HERMANN'S SOEHNE

Versammlungen in K. & P. Hall, Montag, August 2 und 10, Montag, September 5 und 10.

W. WOLTERS, President, C. POLTE, Sekretär.

HONOLULU LODGE NO. 1, MODERN ORDER OF PHOENIX.

Will meet at their home, corner Beretania and Fort streets, every Thursday evening at 7:30 o'clock.

CHARLES HUSTACE, JR., Leader, FRANK MURRAY, Secretary.

HONOLULU LODGE, 616, B. P. O. E.

meets in their hall, on King St. near Fort, every Friday evening. Visiting brothers are cordially invited to attend.

O. J. MCCARTHY, R. A. H. DUNN, Sec.

GREEK STEAMER BURNING AT SEA; NO LIVES LOST

(Associated Press by Federal Wireles)

HALIFAX, N. S., Sept. 20.—The Greek steamer Athina is afire in mid-ocean. The crew and passengers have been rescued by the steamer Tuscania. The Athina has been abandoned. An S. O. S. sent out by wireless from the Athina when the fire was discovered. Several ships received the call, but the Tuscania, being nearest, sped to the rescue. Thus, to the wireless must be given credit for averting another ocean tragedy.

Fort Shafter Notes

(Special Star-Bulletin Correspondence)

PORT SHAFTER, Sept. 20.—Upon the recommendation of the Commanding Officer, Machine Gun Company, Corp. Joseph Steven, Company M, has been reduced to the grade of private.

Pursuant to general court martial orders, headquarters Hawaiian Department, a guard of one non-commissioned officer and one private of Company F, 2nd Infantry, conducted general prisoners Ildoro Abrahams and Cass P. Carter to Schofield Barracks today and reported them to the commanding general for further disposition.

A new general court martial has been appointed. Major Herbert O. Williams, 2nd Infantry, is president, and 1st Lieut. John S. Sullivan, 2nd Infantry, has been designated as judge advocate. The following detail of the court has been made: Maj. Herbert O. Williams, 2nd Infantry; Capt. Joseph B. Douglas, C. A. C.; Capt. Robert McCleave, and Capt. Alden C. Knowles, 2nd Infantry; 1st Lieut. Frederick F. Black, Signal Corps; 1st Lieut. Joseph McAndrews, 1st Lieut. Paul Manchester, and 2nd Lieut. Carl A. Harder, Woodfin G. Jones, 2nd Infantry.

The restrictions of the use of the main parade ground at the fort have been removed for parades only. About six months ago the post commander issued a memorandum prohibiting parades or athletic events of any kind on it as it was to be renovated and generally beautified. After weeks of waiting and watering it is now in an excellent condition, and commencing today there will be battalion parades each week in the mornings at 11:20 on Monday, Tuesday and Thursday and regimental parade on Friday afternoon at 5:30. Today the 1st Battalion, commanded by Maj. W. R. Dashiell was the first to give a parade under the new order.

Mrs. H. J. Burns was hostess for the non-commissioned officers bridge whist club on Friday evening at her home in the cantonment and the usual three tables were played. First Serg. Orin Rigley and Mrs. Whitaker received the highest scores for the evening and were awarded prizes. The sergeant received a beautiful book and Mrs. Whitaker a very handsome flower vase. Delicious refreshments were served, and a delightful evening was enjoyed by all of those present. Sergt. and Mrs. Dashiell were absent from the club as they were entertaining friends from Honolulu, and their absence was felt by all. Those present were Sergt. and Mrs. Rigley, Sergt. and Mrs. Ely, Sergt. and Mrs. Cohen, Sergt. and Mrs. Whitaker, Sergt. and Mrs. Burns and Sergt. and Mrs. Brightfield.

Sarah Bernhardt is still in Paris and according to her present plans, will leave for New York late in September.

An order for 750 freight cars, and 10 locomotives, was placed by the Atlantic Coast Line Railroad Co. The equipment will cost over \$1,000,000.

Home Course in Advertising

Talk Conducted in this Paper by Alex. F. Osborn, Instructor in Advertising, Honolulu YMCA High School

IN 90 CHAPTERS

A CHAPTER A DAY



FOR THE MERCHANT MAN FOR THE MANUFACTURER FOR THE AMBITIOUS YOUTH

PURPOSES OF THE COURSE:—(1) To increase returns for the retailer who now advertises. (2) To show the non-advertising retailer how he can lower his prices, yet increase his profits. (3) To suggest to the jobber and manufacturer a cautious method to create demand and increase good-will. (4) To prepare the person with latent advertising ability for a place in this new "profession."

This course, when delivered personally to a class of students, costs \$15. It is equivalent to a correspondence course which costs \$95. The entire 90 lessons will be given exclusively with this newspaper free of charge.

CHAPTER XC. SUCCESS ADVERTISING DEMANDS TRUTH.

In the Klondike days when cities sprang up like mushrooms, Alaska's settlements were dirty, unkempt places. Today they have their street departments and their pavements and their cleaning apparatus, just like any other American city.

When advertising first started to have its fling it had the newness of a gold camp. It was abnormal. Advertisers were excited. Then it was a thing of atmo-

sphere—of splurge—of hifalutin guesswork. There was no time to think of ethics or of basic principles. Advertising began to pave its streets. Cleaning departments, in the form of vigilance committees, were created by ad clubs all over the country. Wagonload upon wagonload of exaggeration and fraud were carried away from the Avenues of Publicity and dumped into the Obsolete river.

The clean-up in advertising has largely been due to ethics. The men whom advertising has enlisted have been men of keen intellect and high ideals. When they got their balance, their pride led them to desire that their profession be clean and honest.

But there was another element which is not so romantic as the desire for decency. This other element has been simply one of business acumen. For, as advertising has progressed, men have analyzed and have found certain truths. The biggest of these truths is that truth in advertising is an ingredient in success in advertising.

As advertising has settled down to a business it has been forced to follow rules of business efficiency. A cardinal principle to which advertising has become subject, is that unless advertising can create business of a more than temporary nature, advertising cannot in the long run succeed. That standard demands truth because the public demands truth. The reason that that standard does demand truth is best summed up in the words of Abraham Lincoln: "You can fool part of the people all of the time and all of the people part of the time, but you can't fool all of the people all of the time."

You can't advertise unless you analyze. You cannot analyze advertising without coming up face to face against the uncontrollable verdict of experience that the advertiser who lies is spending his money in digging for himself a commercial grave, into which, sooner or later, his business must go.